

MANSFIELD DOWNTOWN PARTNERSHIP, INC.
BOARD OF DIRECTORS MEETING
Mansfield Downtown Partnership Office
February 6, 2007

MINUTES

Present: Stephen Bacon, Thomas Callahan, Bruce Clouette, Michael Gergler, Matt Hart, Al Hawkins, Philip Lodewick, Betsy Paterson, Dave Pepin, Steve Rogers, Phil Spak, Betsy Treiber

Staff: Cynthia van Zelm, Lee Cole-Chu

1. Call to Order

Philip Lodewick called the meeting to order at 3:10 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes

Bruce Clouette made a motion to approve the minutes. Matt Hart seconded the motion. The motion was approved unanimously.

4. Director's Report

Cynthia van Zelm said that she, Partnership attorney Lee Cole-Chu, and the Leyland team were meeting with the Town Traffic Authority for one more review of issues related to the map amendment for the Storrs Center Special Design District.

Progress continues to be made on the CD/Video project. There will be a meeting on Friday to go over the draft CD. Ms. van Zelm said that approximately 10 people responded to her e-mail to review the draft CD before it is finalized. Amanda Mead who has the lead from the School of Fine Arts is here today to tape the Board meeting for the CD.

Ms. van Zelm said the Winter Fun Day is this Sunday from 1 to 5 pm at the Community Center. She noted that many businesses have offered to provide gift certificates or other prizes for the best wacky hat including NewAlliance Bank, Kahan Kerensky, & Capossela, Dominos, Subway, and the Law Office of Andrew Ewalt.

Mr. Lodewick said that he, Mayor Paterson, and Ms. van Zelm had been received warmly in D.C. for the visits to our congressional delegation. Mr. Lodewick said that Senator Lieberman and Congressman Courtney were very supportive. The group did not get to meet with Senator Dodd but with his staff.

Mr. Clouette asked about the issue of whether any of the money designated for transportation projects, i.e., the \$2 million the Town had preliminarily received in the Senate Transportation Appropriations bill, would be restored. Mr. Lodewick indicated that Congressman Courtney had thought this was unlikely.

Mr. Clouette encouraged Board members to talk about the need for the garage with other members of the CT congressional delegation. Ms. van Zelm said there had been some discussion about approaching Congresswoman Rosa DeLauro, and Congressman John Larsen. Ms. Paterson said she could make appointments to meet with them when she is in D.C. for the League of Cities conference. She asked Ms. van Zelm to prepare packets.

5. Executive Director Evaluation

Mr. Lodewick said that Ms. van Zelm is now in her 5th year as Executive Director. Her annual evaluation is due. He passed out evaluation forms and asked Board members to fax them back to him.

6. Report from Committees

Advertising and Promotion

Ms. van Zelm gave the Advertising and Promotion Committee report for Dean Woods. She said the Committee had followed up on several new ideas for advertising the Partnership, as well as attracting new members (joint initiative with the Membership Development Committee). She said she had approached CPTV about Partnership members staffing the phones during the women's basketball games to raise money for public television, and to raise awareness about the Partnership. Ms. van Zelm said that the Partnership would not be able to do any type of presentation but the project could be mentioned by CPTV personnel.

In addition, on February 28, Ms. van Zelm, Mayor Paterson, and Partnership member Elsie Klitz will staff a table at the men's basketball at Gampel.

Membership Development

Ms. van Zelm gave the Membership Development Committee report for Betsy Treiber. Ms. van Zelm said that Committee members are now making personal calls regarding membership renewals. She said that membership revenue has come in over the amount budgeted.

Business Development and Retention

Mike Gergler said the Business Development and Retention Committee met and was updated on relocation efforts by Ms. van Zelm and LeylandAlliance project manager Macon Toledano.

Mr. Toledano will report on next steps regarding business recruitment in the next few months.

7. Adjourn

Ms. Paterson made a motion to adjourn the meeting. Mr. Clouette seconded the motion. The motion was approved unanimously. The meeting adjourned at 3:30 pm.

Meeting notes taken by Cynthia van Zelm.